

What is claimed is:

1. A reclosable bag comprising:
  - a pair of gusseted sides disposed between a front wall and a rear wall, wherein the gussets are located on a lower portion of the sides;
  - a supportive structure having a predetermined shape located on an interior lower portion of the reclosable bag, the supportive structure providing reinforcement to the bag material such that a portion of each wall and side engages the supportive structure and conforms to the orientation of the supportive structure, wherein a flat bottom is created on the bag, the bottom defining a base for the bag to maintain a stand-up orientation;
  - a reclosable device located proximate a bag opening, such that no gussets are required on an upper portion of the bag; and
  - wherein the bag is configured so as to rigidly hold items within the bag while maintaining its predetermined shape.
2. The reclosable bag of claim 1, further comprising:
  - front and rear walls having opposite longitudinal edges joined together by an elongate seal made at a contiguous portion thereof; and
  - wherein the bag is formed on a vertical form filling system.
3. The reclosable bag of claim 1, wherein a second supportive structure is attached proximate an upper portion of the bag, such that the second supportive structure provides a predetermined shape to the upper portion of the bag.
4. The reclosable bag of claim 2, wherein the second supportive structure is attached adjacent the reclosable device, such that the second support structure provides reinforcement to walls and sides of the bag to prevent undesired tearing and damage.
5. The reclosable bag of claim 4, wherein the reclosable device is an easy-snap mechanism.

6. The reclosable bag of claim 2, wherein the bag is made of a multi-layered film of thermoplastic material.
7. A reclosable flexible plastic package for holding items, the package comprising:
  - an opposed front wall and rear wall, opposed side walls, each wall having an upper and lower edge and longitudinal edges, such that the walls define an interior volume for item storage and an opening at upper edges thereof;
  - a reinforcing member sealed to an upper portion of the bag, such that the reinforcing member provides rigidity to said flexible package and a predetermined shape to the upper portion of the bag; and
  - a reclosable device located proximate the bag opening to permit selective opening and closing of the bag.
8. The reclosable flexible package of claim 7, further comprising a supportive structure located on an interior lower portion of the package, the supportive structure providing reinforcement to the flexible package such that a portion the walls envelope the supportive structure and conform to the shape of the supportive structure.
9. The reclosable flexible package of claim 8, wherein the reclosable device is an easy-snap mechanism.
10. A flexible bag for storing items, the bag comprising:
  - (a) an opposed front wall and rear wall, each wall having an upper and lower edge and longitudinal edges, such that the walls define a bag opening at upper edges thereof;
  - (b) a supportive structure located on an interior portion of the bag, the supportive structure providing reinforcement to the bag material such that at least one wall of the bag contacts the supportive structure and conforms to the orientation of the supportive structure;

- (c) the front and rear walls, the sides, supportive structure and bag bottom define an interior volume of the bag for holding items; and
- (d) a reclosable device located proximate the bag opening, such that no gussets are required on the upper portion of the bag, wherein the bag opening may be selectively opened and closed.

11. The flexible bag of claim 10, wherein said front, rear and side walls and bag bottom are composed of a multi-layered film of thermoplastic material.

12. The flexible bag of claim 10, wherein said bag has portions of the front and rear walls interconnected together at contiguous portions to form a seal extending below the periphery of said bottom portion.

13. The flexible bag of claim 10, wherein said front and rear walls have opposite longitudinal edges joined together by an elongate seal made at a contiguous portion thereof.

14. The flexible bag of claim 10, wherein the reclosable device is an easy-snap mechanism.

15. The flexible bag of claim 10, wherein the bag bottom is configured such that the bag conforms to a stand-up bag orientation.

16. The flexible bag of claim 10, wherein the side walls are gusseted on a lower portion thereof.

17. The method of forming a self-standing reclosable package comprising:  
providing a supply web;

forming an opposed front wall and rear wall, wherein each wall has an upper and lower edge and longitudinal edges, such that the walls define a package opening at upper edges thereof;

forming a pair of gusseted sides between the front and rear walls, wherein the gussets are located on a lower portion of the sides;

attaching a supportive structure having a predetermined shape to an interior lower portion of the reclosable package, the supportive structure providing reinforcement to the package web material such that a portion of each wall and side engages the supportive structure and conforms to the orientation of the supportive structure, wherein a flat bottom is created on the package, the bottom of the package defining a base for the package to maintain a stand-up orientation;

attaching a reclosable device located proximate a bag opening, such that no gussets are required on an upper portion of the bag; and

wherein a flexible package configured so as to rigidly hold items within the bag while maintaining its predetermined shape is formed.

18. The method of claim 17, further comprising forming a base seal where the front and rear walls are interconnected together at contiguous portions, such that the gussets are formed on the sides when forming the base seal.

19. The method of claim 18, further comprising forming the package using a vertical form fill and seal system.

20. A manufactured package containing goods having a reclosable opening, the web manufactured package formed by:

- providing a supply web;
- providing a packaging mechanism for placing goods within the package formed from the supply web;

forming an opposed front wall and rear wall, wherein each wall has an upper and lower edge and longitudinal edges, such that the walls define a package opening at upper edges thereof;

forming a pair of gusseted sides between the front and rear walls, wherein the gussets are located on a lower portion of the sides;

forming a supportive structure having a predetermined shape to an interior portion of the reclosable package, the supportive structure providing reinforcement to the package web material such that a portion of each wall and side engages the supportive structure and conforms to the orientation of the supportive structure, and wherein the front and rear walls, the sides, and the supportive structure define an interior volume of the package;

attaching a reclosable device proximate the package opening, such that no gussets are required on the upper portion of the package;

filling the interior volume of the package with goods; and

wherein a flexible package comprising a package body enclosing goods is formed.

21. The manufactured package of claim 20, further comprising locating the supportive structure on a lower portion of the package such that a flat bottom is created on the package, the bottom of the package defining a base for the package to maintain a stand-up orientation.
22. The manufactured package of claim 21, wherein the packaging mechanism is a vertical form fill and seal system.
23. The manufactured package of claim 21, further comprising sealing a reinforcing member to an upper portion of the package, such that the reinforcing member provides rigidity to said package and a predetermined shape to the upper portion of the package.
24. The manufactured self-standing package of claim 20, further comprising:

forming a seal along the bottom portion of the package, wherein portions of the front and rear walls are interconnected at contiguous portions to form the seal extending below the periphery of said bottom portion; and  
forming a seal along the opposite longitudinal edges of the front and rear walls, wherein the elongate seal is made at a contiguous portion thereof and runs longitudinally along the rear wall.

25. The manufactured self-standing package of claim 24, further comprising covering the opening of the package to enclose the goods.